

TO:	State Farmers Market Plant Growers
FROM:	Ronnie Best – Market Manager
SUBJECT:	2013 Plant Season

Welcome to the State Farmers Market. Use of the Farmers Area is for growers only. To permit fair and equal opportunity for all sellers and to ensure quality products for buyers, the following rules have been developed. They will be revised and updated as needed, and may be modified according to the season and products being sold. We want to work with you and welcome your ideas and suggestions at anytime. To achieve maximum benefits and provide the best Market, Everyone - growers, sellers, customers, and management must share and work together. Thank you for choosing the State Farmers Market to sell your products. The Market Manager may deny the privilege of operating on the Market to any person who violates these guidelines and rules, or who otherwise takes actions which are determined by the Market Manager to be detrimental to the Market. The Market Manager specifically reserves the right to request additional information or documentation before making a decision to deny or limit access to the Market, but is not required by these guidelines to do so. The privilege of selling on the Market is not an entitlement. In utilizing his or her discretion to suspend, revoke, or otherwise terminate a seller's privilege to sell on the Market, the Market Manager may consider a seller's history of cooperation with the Market Manager and the seller's good faith effort to obey the guidelines and rules of the Market. Likewise, any effort to manipulate or to violate the spirit of the guidelines and rules may be considered. The ultimate discretion for eligibility determinations belongs to the Market Manager, and determinations are final once they are rendered

#### **GUIDELINES FOR SELLING PLANTS**

##### **All plant growers must GROW 100% of the plant material sold at The State Farmers Market.**

We are currently at capacity for plant growers. For growers that are interested in space, we have a waiting list, and once you have completed a New Vendor Application you will be added to this list. When there is available space you will be contacted according to your status on the waiting list. In order to maintain your status on the waiting list you **MUST** complete an application and resubmit it by February 15<sup>th</sup>, annually.

**All returning plant growers must make an appointment for a required meeting with market staff during the hours of 7:30am to 4:30pm, Monday-Friday prior to receiving their space for 2013. We will need a written plan detailing the plants you plan to sell at the market this year. We will also need an updated Returning Vendor Application as well as any invoices for seed, plugs, soil, pots, etc. Please see attached Vendor Checklist for complete details.**

Space designation for plant growers will be made annually. Visits will be made to view grower operations and plants to be sold. Depending upon the plants and other situations, more than one visit may be required. Visits will begin to growers soon. You will be called in advance as much as possible, but sometimes visits will be unannounced. Growers with designated spaces must sell every day. Each space is to have sales personnel at least during the main selling times of 9 a.m. - 5 p.m. No sharing of space.

Arrangement and placement of growers made on October 17, 2012 does not entitle growers to the space for the entire year. Management has the right to relocate a grower due to certain circumstances that may arise throughout the year. Rental commitment for designated space is 1<sup>st</sup> week of April – May 15, 2013. Use of space (this includes moving in product or display racks) can begin prior to April, however you will still be charged for the commitment period of 1<sup>st</sup> week of April – May 15, 2013, in addition to the extra days used. Please be sure to call ahead, at least 3 days prior to coming in to your assigned space, and also let us know when you plan on vacating your space. You will not be allowed to show up and be assigned a space without prior approval from management. All growers are expected to be on the Market by April 1, 2013, depending upon the weather. **On or about May 15, 2013 the connector will be cleared to make room for summer produce.** Plants can only be in Farmers 2 after May 15. . After May 15th, plant growers may only get 1 space in and 1 space out depending on produce space availability and may have to relocate. **Spaces 51, 53, 55, 57, 59 & 61 may need to be used for summer produce by June 1<sup>st</sup>. Please keep this in mind when choosing these spaces.**

- ◆ To qualify for 1 space in and 1 space out, you must bring in 3 loads and 100 pieces (flats, containers, hanging baskets, etc.). To qualify for 2 spaces in and 2 spaces out you must bring in 5 loads and 200 pieces per week. At anytime that the required amount is not brought in, management may reduce your spaces accordingly.
- ◆ You will have one day to stock spaces, after 1<sup>st</sup> day all loads will be charged. You will begin paying for all spaces committed to at the time of set-up.

- ◆ Each grower must display name of farm and location of farm (ex. SFM Farms, Raleigh, NC). All other signage must be approved by market staff. Sellers that plan to use the words “Organically Grown” or “Pesticide Free” must meet with Market Management, provide documentation, and discuss their intentions prior to using them on signs in your spaces. Please use CLOSED signs and rope your space off when you are not open for business. Gate personnel have specific instructions to be in the area of plants during hours the Market is open and plant growers are closed.

**Growing:** The definition of “growing” means that you are attending to the product and nurturing the product from an initial stage of planting to a finished product stage that you are offering for sell; (for example: growing the plant being offered for sell from seeds, plugs, cuttings, liners, from 1 gallon to 3 gallon size, etc. You must grow the plant being offered for sell to a point that results in substantial root and plant size development. You are NOT allowed to purchase a pre-finished or finished product (plant) and then bring the purchased plant to the Market for sell after just watering the purchased plant for a short time and/or placing the purchased plant into a larger pot and then offering the plant for sell.

**SUNDAY:** If you are occupying a space it must be paid for. Growers who do not open must rope or fence off your display with plastic fencing and place “CLOSED” signs around your display.

**CUSTOMERS:** Do not call out to customers. Wait until customers are in front of your space. Do not leave your space to approach customers.

**PARKING:** We need to allow as much parking for our customers as possible; therefore, all vehicles should be parked in the front parking lot, not in the spaces surrounding the buildings. No parking on the grass area between the Craft Building and the Farmers Building. No parking inside the building.

**LIABILITY:** Accidents may occur. Check with your insurance agent and consider coverage. The Market is not responsible for problems in your rented space. Clean, neat displays will lessen the problems. Grower is responsible for their displays, racks and/or shade structures. Shade covers beside the building may be used but the grower assumes all liability. Ask before you install.

**UNLOADING:** Grower is to unload and not sell at the time their supply vehicle arrives. Unload and remove vehicles in a timely manner—not four hours for one load.

**OUTSIDE SPACE USE:** Any space you use other than the 4 spaces assigned must be approved by market management. If it is approved it must be paid for based on the size of the space used. Only inside space can be used in the connector.

**SIZE OF SPACE:** White lines will mark inside space and white lines will mark the outside space. There is a grey line marking the end of outside spaces. **DO NOT CROSS THESE POINTS.** No product is to be placed beyond these lines.

**HEIGHT:** Growers are asked to have tall displays in a manner that does not conflict with adjacent growers. No displays can be higher than four feet, unless four feet back from the front white line.

**LATE FEE:** Any rent not paid by 6 p.m. will be charged an additional \$2 per space per day.

**RENT:** Must be paid by the day or week, and all loads must enter by the gate to report product and pay fees.

**SPRAYING:** At times, circumstances require growers to fertilize plants or use a sprayer. Spraying insecticides or herbicides is not allowed at anytime, for any reason. The Farmers Area has exposed fruits and vegetables. To water is necessary but a sprayer should not be used. When watering please be mindful of your neighbors’ product, be sure to only water what is in your space.

**EMERGENCIES:** **Call 911 first** and then contact the market office. We can’t give the information needed in an emergency situation.

**IMPORTANT:** Particularly for the weekends, growers need to arrive before 8 a.m. on Saturday and with favorable weather, stay later on Friday night.

**Complaints:** Person making complaint must provide written complaint with full details and give to Market Manager.

It is difficult to draft guidelines that cover all situations for a plant season. We want to help as many people as possible and wish to provide the best possible facility and service to growers and customers. As the season progresses, further adjustments may be made to the operational guidelines. Please share your thoughts and suggestions. Stop by or call (919) 733-7417 at any time. Thank you.

If Market staff finds that any of these rules are not being followed, the penalties will be:

1<sup>st</sup> Offense: Written Warning

2<sup>nd</sup> Offense: Banned from all use of the Market for 30 days

3<sup>rd</sup> Offense: Banned from all use of the Market until January 1<sup>st</sup> of the following year